

CLAIMS:

1. (Currently Amended) Method for determining the efficiency of publicity and/or broadcasted programs, which comprises the following steps:

- a) Providing frequency-determining apparatus located in the proximity of ~~When a TV converter or FM radio is operated, determining, either directly from the TV converter or FM radio display, or by extraction the LO frequency of the TV converter or FM radio, the frequency of the broadcast channel received at the moment;~~
- b) Periodically determining the current frequency of a broadcast channel;
- c) ~~Whenever required, transforming~~ Transforming said frequency ~~to~~ into a digital word and storing same in a memory associated with said frequency-determining apparatus; and,
- e) ~~When the information as to the amount of watching and/or listening of a given publicity and/or broadcasted program or publicities is desired, sending a request for said information;~~
- d) When said a request is received from a remote control center, transmitting a reply which comprises the digital word stored in the memory at the time of said request corresponding to the frequency of the broadcast channel received at the moment; and,
- e) ~~Processing the replies graphically whereby to determine from them the time period during which each publicity or broadcasted program is transmitted.~~

2. (Canceled)

3. (Original) Method according to claim 1, further comprising constantly adjourning the memorized digital word and, when a request is received, transmitting a reply comprising the adjourned, memorized digital word.

4. (Canceled)

5. (Canceled)

6. (Previously Presented) Method according to claim 1, wherein the replies are processed analytically.

7. (Original) Method according to claim 1, concurrently carried out for a plurality of publicities and/or broadcasted programs.

8. (Canceled)

8. (Canceled)

9. (Canceled)

10. (Canceled)

11. (Canceled)

12. (Canceled)

13. (Canceled)

14. (Canceled)

15. (Canceled)

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Previously Presented) Method according to claim 1, further comprising identifying the person watching or listening to the publicities or broadcasted programs.

20. (New) Apparatus for collecting data related to the efficiency of publicity and/or broadcasted programs provided to a user via a TV converter or FM radio, comprising:

- i. An optical reader suitable to read the frequency displayed on the TV converter or FM radio and to convert it to a digital value;
- ii. Circuitry for deriving from said frequency a corresponding digital word; and,
- iii. A transceiver suitable to receive said digital word and to transmit it to a specific recipient.

21. (New) Apparatus according to claim 20, wherein the transmitter part of the transceiver is inactive and does not transmit until the receiver part of the transceiver receives a request and activates said transmitter part.

22. (New) Apparatus according to claim 22, wherein the transceiver is a digital cellular telephone.

23. (New) Apparatus according to claim 22, wherein the transceiver is a dedicated transceiver.

24. (New) A method according to claim 1, further comprising processing the replies graphically at a control center whereby to determine from them the time period during which each publicity or broadcasted program is received in said TV converter or FM radio.